



Regional Breastfeeding Coalitions in California

Department of Health Services
Maternal and Child Health Branch
April 2003



Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Alameda County Alameda County Breastfeeding Task Force	Lyn Diana, RD, MA Alameda County MCAH 1000 Broadway, Suite 500 Oakland, CA 94607 Ph (510) 208-5968 Fax (510) 267-3270 ldiana@co.alameda.ca.us Or Pam Brett Alameda County MCAH 1000 Broadway, Suite 500 Oakland, CA 94607 Ph (510) 208-5982 Fax (510) 267-3270 pbrett@co.alameda.ca.us	Lactation consultants, nurses, La Leche League Leaders, Maternal, Child and Adolescent Health (MCAH) nutritionist, WIC (Women, Infants and Children) nutritionist, health educators, physicians, midwives, and anyone interested in furthering breastfeeding promotion and education.	<ul style="list-style-type: none"> Established in 1996 Meets every 4 - 6 weeks Mission: <ol style="list-style-type: none"> Redefine breastfeeding as the highest quality standard of care for infant feeding for the entire health care community. Educate and empower women to choose breastfeeding. Create accessible peer support and follow-up education for women and their families to experience success. Promote breastfeeding friendly communities, environments and awareness. Bring together a network of breastfeeding professionals and advocates, both lay and professionals, to work together. 	<ul style="list-style-type: none"> Support AB 157 Support “Baby Friendly status” for local hospitals Increase breastfeeding images in hospitals, at WIC, and in the community Educate health care providers Obtained grant money to create a peer-counseling program.
Antelope Valley Breastfeeding Coalition	Sonja Beck, CLE, IBCLC Antelope Valley Hospital WIC Program 44244-10 th Street West, Lancaster, CA 93534 Ph (661) 726-6441 Fax (661) 949-5940 Maureen.simanski@avhospit.al.org	Lactation consultants and educators, nurses, physicians, La Leche League leaders, WIC registered dietitian, Breast pump Co. reps, health educators.	<ul style="list-style-type: none"> Established 1998 Meets monthly Vision: The Antelope Valley Breastfeeding Coalition is committed to building a community that will support a family’s decision on breastfeeding. Mission: The Antelope Valley Breastfeeding Coalition is committed to building a community where breastfeeding is accepted as the primary feeding choice for optimum child and maternal health. The Antelope Valley Breastfeeding Coalition promotes breastfeeding by: <ul style="list-style-type: none"> Providing families with information about the benefits of breastfeeding Enlisting support for breastfeeding in the medical community. Organizing educational opportunities for health care professionals. Partnering with local business to support breastfeeding mothers. Networking with breastfeeding resource and support groups. 	<ul style="list-style-type: none"> Breastfeeding Resource Guide Co-sponsored a CME program for physicians and health care providers In service for physician’s office staff Bi-annual newsletter WBW Actives Assist in NICU BF Support Program

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Bay Area & Coastal Counties: Alameda, Contra Costa, Marin, Monterey, San Francisco, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Solano, Bay Area & Coastal Counties WIC Regional Network	Anne Garrett, RN, MS, IBCLC San Mateo WIC Program 32 W. 25 th Ave, # 203 A Ph (650) 573-2955 Fax (650) 577-9223 agarrett@co.sanmateo.ca.us	WIC breastfeeding coordinators and other interested WIC personnel	<ul style="list-style-type: none"> Established in 1996 Goal: <ol style="list-style-type: none"> Support WIC staff efforts Promote breastfeeding 	<ul style="list-style-type: none"> Resource sharing/collaboration Member education Strengthen communication with state WIC Branch regarding breastfeeding issues affecting local agencies
Butte County Butte County Breastfeeding	Lorna Humphreys, CLE, IBCLC Butte County WIC 1311 Mangrove Suite E Chico, CA 95926 Ph (530) 891-2768 Fax (530) 895-6544 hum4ees@sbcglobal.net	Lactation consultants, Nurses, LaLeche League Leaders, Maternal and Child Health, CPSP program coordinators, WIC (Woman, Infants and Children) Nutritionists, Health Educators, Butte County Health Department, Childbirth Educators, Enloe Hospital Lactation Services, Planned Parenthood, and anyone interested in Breastfeeding.	<ul style="list-style-type: none"> Established in 1998 Meets monthly Mission Statement: To improve the health and well being of children and families by facilitating cultural support and acceptance of breastfeeding as the standard. 	<ul style="list-style-type: none"> Networking and member support Community and professional Education County Proclamation Display windows set up to increase public awareness of breastfeeding Lending library Professional education as well as support in court for breastfeeding women and visitation. Also we have breastfeeding mothers support groups in the four major cities that meet weekly. World Breastfeeding Week
Central California, WIC Breastfeeding Coalition, Fresno, Kern, Kings, Madera, Mariposa, Merced, San Benito and Tulare Counties	Julie Casillas, R.D., C.L.C. 1920 Mariposa Mall Suite 120 Fresno, CA 93721 Ph (559) 263-1380 Fax (559) 263-1152 wic.rd@fresnoec.org	Fresno Co. and Kern Co. Boc, United Health Center of San Joaquin Valley, Merced County Community Action, San Benito Health Foundation, Madera & Tulare Counties	<ul style="list-style-type: none"> Established 1996 Meets biannually 	<ul style="list-style-type: none"> World Breastfeeding Week Clinic Support

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Contra Costa County Contra Costa Breastfeeding Task Force	Nancy Hill, MS, RD, CLE 597 Center Ave., Suite 365 Martinez, CA 94553 Ph (925) 313-6260 Fax (925) 313-6708 nhill@hsd.co.contra-costa.ca.us	WIC, La Leche League, lactation consultants, county hospital personnel, Newborn Connections, hospitals/pediatric providers	<ul style="list-style-type: none"> Established in 1994 Meets bimonthly Mission: "To promote breastfeeding in Contra Costa County and support activities that make it a real part of the lives of families" 	<ul style="list-style-type: none"> "March for Mothers' Milk," an awareness and fund raising event. Breastfeeding referral and resource list for health care professionals. Breastfeeding education for health care providers. Toll free breastfeeding advice warmline.
El Dorado County	Cindy Gaffney, PHN Divide Wellness Center, PO Box 1807 Georgetown, CA 95634 Ph (530)333-1917 x 241 cgaffney@co.el-dorado.ca.us	WIC, County Office of Ed Nutritionist, Public Health Department, Family Resource Center, Breastfeeding Mom, La Leche League, Registered Dietitian, Certified Lactation Consultant, Marshall Hospital	<ul style="list-style-type: none"> Established in 1994 Mission: To promote, protect and support breastfeeding as the healthy way to feed infants for the first year of life. Goals: <ol style="list-style-type: none"> 1. Improve breastfeeding rates and duration 2. Establish 10 express stations to support the breastfeeding women returning to work 3. Provide current, accurate breastfeeding information to providers and health professionals in order to promote a unified message that strengthens breastfeeding skills Establish a warm line phone service for breastfeeding moms. 	<ul style="list-style-type: none"> Promote World Breastfeeding Week Newspaper articles Distribution of tote bags containing breastfeeding information and materials BOS proclamation supporting breastfeeding Quarterly newsletters to physicians Annual training to hospital staff Annual distribution of updated resources for breastfeeding support services
Fresno County	Laurie Misaki, MHN, CLC Perinatal Services Coordinator Maternal, Child and Adolescent Health Health Services Agency Community Health Dept. P.O. Box 11867 Fresno, CA 93775 Office address: 1221 Fulton Mall Fresno, CA 93721-1915 Ph (559) 445-3307 lmisaki@fresno.ca.gov	Local Health Department, County WIC Programs, Local Hospitals, Medi-Cal Managed Care Providers, LLL, Tee Pregnancy Program, Physicians, Nurses, Social Workers, CSU Fresno, CPSP Providers and anyone interested in breastfeeding.	<ul style="list-style-type: none"> Established June 1999 Mission: We exist to organize local efforts to improve the health of our community by educating, promoting and supporting breastfeeding. Goals: <ol style="list-style-type: none"> 1. Encourage breastfeeding friendly policies and procedures in all areas of hospital/birthing centers in Fresno. 2. To establish county wide breastfeeding 3. Support, referral & resource book. 4. To train health care providers on breastfeeding and lactation management. To encourage universal education on breastfeeding in health care system where every pregnant woman receives breastfeeding education at every visit and support post-partum. 5. To target high risk groups (i.e.-teen, low- 	<ul style="list-style-type: none"> Development of Resource Guide/Web Page with Fresno County Web Site. Physician and Health Care Professional Training Develop prenatal packet for each trimester for physician offices. World Breastfeeding Week Promotion Community awareness/ education

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			<p>income, ethnicity) to break down breastfeeding barriers.</p> <p>6. To establish continuing outreach and education in the community through health fairs and events.</p>	
Humboldt County Breastfeeding Task Force of Humboldt County	Jacquie McShane, RN, IBCLC, Lactation Specialist - WIC 730 Harris Street, Eureka, CA 95503 Ph (707) 599-3652, Fax(707) 441-2030 jacquiem@humboldt1.co m.	MCAH, WIC, Private Consultants, Health Providers, La Leche League-anyone interested in supporting breastfeeding	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission statement: not yet developed. 	<ul style="list-style-type: none"> Breastfeeding Week campaigns Breastfeeding Support Clinic@ Mall County Proclamation Information & Referral for Breastfeeding Support Education of Health Care Providers

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Imperial County Breastfeeding	Amy Binggeli, MPH, RD, CHES, CLE Imperial County Public Health Department 935 Broadway Ave. El Centro, CA 92243 Ph (760) 482-4716 Fax (760) 352-9933 amybinggeli@imperialcount y.net	Public Health, Private Medical Providers, Lactation Educators & Consultants, Hospital birthing centers, WIC, School based pregnant minors programs, Community members, moms,	<ul style="list-style-type: none"> Established 1999, Meets bimonthly Mission: As breastfeeding advocates, we will increase breastfeeding initiation and duration rates by providing accurate breastfeeding education support and training to our community. <p>Objectives:</p> <ol style="list-style-type: none"> 1. Provide early prenatal and postpartum breastfeeding education and support to mothers in Imperial County via classes, breastfeeding warmlines, home visits and support groups. 2. Provide training to physicians and other healthcare providers so they can support breastfeeding in accordance with the American Academy of Pediatric BF policy statement. 3. Promote baby friendly policies in our hospitals, doctor's offices & community. 4. Provide breastfeeding education in our local schools, community college and churches. 5. Form a local La Leche League in our community. 6. To always respect and support each other in all of our endeavors. 	<ul style="list-style-type: none"> Information exchange Act as a resource for community Development of a bilingual local breastfeeding resource guide World Breastfeeding Week promotion activities Collaboration with San Diego County Breastfeeding Coalition Educational presentations to medical & public health communities Outreach and education to community members

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Inyo, Mono Counties BIBS: Breastfeeding is Best Support (group)	Carolyn Balliet Mono County Health Dept. P.O. Box 3329 Mammoth Lakes, CA 93546 Ph (760) 924-5410 Fax (760) 924-5467 Carballiet@yahoo.com	WIC Inyo and Mono Health departments, Toiyabe WIC Northern Inyo Hospital, Mammoth Hospital, Local pediatrician and certified nurse midwife	<ul style="list-style-type: none"> Established in 1996 Meets every other month Mission and goals: “To empower families to breastfeed their infants for the critical periods of growth and development through education, access to support services, and role models” 	<ul style="list-style-type: none"> Annual publicity for National Breastfeeding Week on radio and television Display window in library and bookstores Infant jumpsuits given to moms breastfeeding for 3 months 3 day lactation support specialist training for hospital staff, CNM, health departments, WIC personnel and Providers nurses Presentation at Childbirth Education Classes in Mammoth and follow up in hospital post partum and contact upon discharge Ongoing review of statistics of numbers of women breastfeeding, length of time, and reasons for stopping.
Kern County Kern County Breastfeeding Promotion Coalition	Linda Erb, Perinatal Services Coordinator Kern Co. Dept. Of Public Health 1700 Flower Street Bakersfield, CA 93305 Ph (661) 868-0356 Fax (661) 868-0225 erbl@co.kern.ca.us	Lactation Consultants, Nurses, WIC, Health Educators, Physicians/ Pediatricians, Home Health Agencies, Perinatal Services Coordinator, CSUB Nursing Faculty, UC Cooperative Extension Programs, Managed Care Reps, Co. Health Dept., Healthy Mothers, Healthy Babies of Kern Co., Hospitals, AFLP, interested individuals and parents	<ul style="list-style-type: none"> Established in 1997 Meets monthly Mission: To organize local efforts to improve the health of our community by promoting, supporting and protecting breastfeeding Goals: Increasing the number of Physicians and other primary health care providers in Kern Co. who include Breastfeeding/lactation counseling and referral as a part of routine prenatal care, and to provide accurate and consistent breastfeeding information and resources to women, health professionals and the Kern community. 	<ul style="list-style-type: none"> Participated in Breastfeeding Awareness Week/Gold Ribbon Campaign Breastfeeding Promotion Ads on local news station Breastfeeding article in local paper during breastfeeding Awareness Week Collection of local breastfeeding materials and resources

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Kings County Breastfeeding Coalition http://kingscountybc.homestead.com/kcbreastfeedingcoalition.html	Gloria Pierson BSN, CLC; Perinatal Service Coordinator GPierson@co.kings.ca.us Kings County Dept. of Health 330 Campus Drive Hanford, CA 93230 Ph: (559) 582-3211 x 4513 Fax (559) 582-8388 Rachel Pepe 2319 Michael Circle Hanford, CA 93230 Ph (559)583-7630 pepeclan@hotmail.com	Lactation consultants, RN's, PHN's, CNM's, MD's, RD's, La Leche League, Adolescent Services Case Managers, WIC staff, Perinatal Services Coordinator, Business owners, breastfeeding women, hospital staff, child birth educators, members of the community	<ul style="list-style-type: none"> Established August 1998 Mission Statement: Promote breastfeeding as optimal nutrition in a supportive community environment where women are empowered to choose to breastfeed through consistent, accurate information from health care providers, hospitals, and other community resources. 	<ul style="list-style-type: none"> Breastfeeding Welcome Here Campaign – encourage local business to be breastfeeding friendly by displaying a decal in their window. Prop 10 Grant for breastfeeding education for physicians, health care providers, RNs, PHNs, and medical support staff. Continuing education credits were provided. Encourage and support Baby Friendly status for the local hospital. Developed a breastfeeding support resource list for health care providers. Web site developed. http://kingscountybc.homestead.com/kcbreastfeedingcoalition.html
Los Angeles County The Breastfeeding Task Force of the Greater Los Angeles www.BreastfeedingTaskForLA.org	Kiran Saluja, MPH, RD Public Health Foundation Enterprises, Inc. 12781 Schabarum Avenue Irwindale, CA 91706 Ph (626) 856-6618 ext 202 Fax (626) 472-6298 ksaluja@earthlink.net kiran@phfewic.org	Local health department, Great Beginnings for Black Babies, Kaiser, March of Dimes, WIC, La Leche League, UCLA, White Memorial Medical Center, Women and Children's Hospital, Los Angeles County/USC Medical Center, Lactation Institute, San Gabriel Valley Medical Center, LACare, Health Net, LA County CPSP, Regional Perinatal Programs of California, 4 programs.	<ul style="list-style-type: none"> Established in 1994 Meets quarterly Mission: "To improve infant and family health by making breastfeeding the cultural norm by creating a supportive public environment to positively impact the initiation and duration of breastfeeding." 	<ul style="list-style-type: none"> Professional education Annual breastfeeding resource directory Incorporating as a 501-C-3 Website: www.BreastfeedingTaskForLA.org Collaborations with UCLA, DHSLA Co, WIC programs to do strategic planning to promote and support breastfeeding – funded \$175,000 by LA Prop 10 Created a Speaker Bureau "Breastfeeding welcome decals" Breastfeeding Resource Directory – free to users, updated annually.

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Madera County Task Force	Marilyn Marsh 14215 Road 28 Madera, CA 93638 Ph (559) 675-7623 fax: (559) 765-7612 mmarsh@verycoolmail.com		Focus is grant writing	
Modoc County: Modoc County Breastfeeding Coalition	Joyce Miller RN, PHN, CLC Modoc County Public Health Department 441 North Main Street Alturas, CA 96101 Ph (530) 233-6311 Fax (530) 233-5754 Email: jhmiller@hdo.net	Hospital Staff, WIC, Parenting specialist, Nurses, Childbirth educator, Public Health Nurse, Breastfeeding volunteers, Breastfeeding mothers	<ul style="list-style-type: none"> Established in December of 1998 Meets bi-monthly Mission: To promote, support and protect breastfeeding through education and outreach in our county Goals: <ol style="list-style-type: none"> Coordinate breastfeeding services among agencies and health care providers Increase community awareness of the benefits of breastfeeding Develop breastfeeding resources in the county for all breastfeeding mothers to use Promote the “Baby Friendly Hospital Initiative” in Modoc County hospitals 	<p>Activities in Progress (P), Ongoing (O), Completed (C)</p> <ul style="list-style-type: none"> Development of BF assessment/education form to be used by all agencies working with BF mothers. (C) Form is now in use by home visiting staffs. (O) Coordination/collaboration of educational materials between agencies. (O) Participation in local Health Fair(s), as well as media outreach to newspaper/TV. (O) Purchase of 4 electric breast pumps and lactation supplies with Prop 10 funds for use by community women. (P) Promotion of referrals to BF volunteers and home visiting programs and renewal of participation in BF support group. (P) Ongoing presentation about the benefits of BF to interested groups, childbirth education classes, medical providers (nurses, physicians) and agencies. (O) Develop a plan to obtain duration of breastfeeding statistics for our county as well as identification of barriers to BF. (P)
Monterey County Monterey County Healthy Mothers, Healthy Babies, Breastfeeding Promotion Committee	Roberta Gonzalez-Dow MPH, RD, CLE Monterey County Health Department 1292 Olympia Avenue Seaside, CA 93955	Monterey County Health Department: Perinatal Services, WIC, Outreach and Education, Community Hospital of the Monterey Peninsula, Natividad Medical	<ul style="list-style-type: none"> Established in December 1999 Meets every other month Vision: “That breastfeeding will be the norm in Monterey County for at least the first year of life and preferably longer.” Mission: “To improve infant, maternal, and 	<p>Planned Activities for FY 2000-2001:</p> <ul style="list-style-type: none"> Continue to distribute breastfeeding resource guide for moms. Create social marketing campaign. Conduct photo contest of positive breastfeeding images.

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	Ph (831) 899-8120 Fax (831) 392-0479 gonzalez-dowr@co.monterey.ca.us	Center, Salinas Valley Memorial Healthcare Systems, Mee Memorial Hospital, Visiting Nurses Association, Central Coast Alliance for Health, Salinas Adult School, Dentistry for Children and Teenagers, Nursing Mothers Council of Salinas, Monterey Peninsula Pediatric Group, Seaside Family Health Center, Acacia Family Medical Group, Alan Rosen, MD, Ruth Gingerich, CPNP, Sumana Reddy, MD, and John Torontow, MD	family health through the promotion, support, and protection of breastfeeding in Monterey County.” <ul style="list-style-type: none"> Goal: “Is to provide a consistent and coordinated message to achieve the following strategies: <ol style="list-style-type: none"> strengthen individual breastfeeding knowledge and breastfeeding skills increase community awareness of health, economic and environmental benefits of breastfeeding provide breastfeeding education to healthcare professionals foster new and continuing members of the Breastfeeding Promotion Committee improve institutional practices towards breastfeeding promotion and support influence breastfeeding policy and legislation 	<ul style="list-style-type: none"> Generate press releases. Develop and distribute breastfeeding bulletin to Monterey County Health care providers. Organize and sponsor CME conferences and workshops. County to develop worksite policy on breastfeeding and implement the policy. Promote Baby-Friendly hospital initiative. Pass County Board resolution proclaiming August as Breastfeeding Awareness Month in Monterey County.
Napa County Napa Valley Breastfeeding Coalition	Patti Brown, RN, BS, C/PNP, IBCLC PO Box 3874 Napa, CA 94558 Ph (707) 224-8848	Membership is open to all interested people. Current membership includes: Lactation Consultants, La Leche League, WIC, Public Health Nurses, Midwives, Physicians, AFLP/Cal-Learn, Hospital Maternity Center Staff, Healthy Moms and Babies CPSP breastfeeding support staff, Partnership Health Plan of California.	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: To provide informed, accurate, appropriate and consistent education and guidance to women learning about breastfeeding to those who have chosen to provide their children with breastmilk and to their families whose support is important to their success. Goal: To promote, protect and support breastfeeding in Napa County 	<ul style="list-style-type: none"> Planning and implementation of a Peer Counseling Training Program Ongoing networking and information sharing Country wide breastfeeding survey Speakers on breastfeeding topics World Breastfeeding Week activities annually Participation in Health fairs
Northern California Breastfeeding Council NCBC Counties included: Shasta, Siskiyou, Plumas, Trinity, and Tehama	Patty Leal RN, PHN, LE, Siskiyou County Strategies in Parenting Home Visiting Program Ph (530) 841-4061 fax (530) 841-4076 lealp@co.siskiyou.ca.us Or Terri Funk, RN, PHN, Siskiyou County MCAH Program Director 806 S. Main Yreka, CA 96097	The task force is a partnership between all 14 Far Northern County Breastfeeding Coalitions and/or Breastfeeding Advocates from these Counties. Members include: WIC Lactation Educators, Public Health Nurses, Dietitians, Public Health Assistants	<ul style="list-style-type: none"> Established in 2001 Meets quarterly, conference calls more often as needed Mission: To support state and local breastfeeding coalitions, to influence policies to protect and promote a mother’s right to initiate and sustain breastfeeding for the first year of life. Policy Making. Support the Baby Friendly Policy. Promote standardized excellence in breastfeeding education and practice. 	NCBC Goals for 2001 <ul style="list-style-type: none"> Establish bylaws and policy to support State and Local Coalitions In Celebration of World Breast Feeding Week 2001, Guinness Event August 26, 2001 – Redding Convention Center Develop a breastfeeding speaker list.

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	Ph (530) 841-4070 funkt@co.siskiyou.ca.us		<ul style="list-style-type: none"> Develop an educational package, which can be individualized in local coalitions. 	
Orange County Orange County Breastfeeding Coalition	President: Heather Curtis, R.D., IBCLC 1725 W. 17 th Street Santa Ana, Ca 92706 Ph (714)834-7709 Fax (714) 834-8022 Hcurtis@hca.co.orange.ca.us Or County Liaison: Laurence Obaid, MS, RD, CLE Orange County HCA, WIC Program 1725 W. 17th Street Santa Ana, CA 92706 Ph (714) 834-7986 fax (714) 834-8028 e-mail: lobaid@hca.co.orange.ca.us	Lactation Consultants, Nurses, Health Educators, Public Health Nutritionists/Dietitians, Work/Life Integration Specialist, (Disneyland), Public Health Field Nursing Staff, Social Workers, Hospital/Clinic Administrators, and anyone interested in furthering breastfeeding promotion and education	<ul style="list-style-type: none"> Established in 1997. Meets bi-monthly. Mission (draft): To facilitate productive and collaborative strategies, recommendations, which promote, support and protect breastfeeding in Orange County, Calif. For at least the first year of life and preferably longer. 	<ul style="list-style-type: none"> Professional Education- Educate health care providers, medical and nursing students. Public Education- Increase public awareness of breastfeeding through education and outreach. Workplace-Research on BF and work relationships Mother-to-Mother Support Develop breastfeeding support group directory. Research- Collect baseline data on breastfeeding rates. World Breastfeeding Week-Family Festival Week.

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Placer County Breastfeeding Coalition of Placer County	Jackie Kampp, RN, PHN, CLC Placer Country Health and Human Services 11484 B Ave Auburn, CA 95603 Ph (530) 889-7212 fax: (530) 889-7198 jkampp@placer.ca.gov Caroline Hickson, RD Placer County WIC 11484 B Ave Auburn, CA 95603 Ph (530) 889-7190 fax (530) 889-6996 chickson@placer.ca.gov	Physicians, Nurses, Registered Dietitians, Lactation Consultants, Childbirth Educators, Certified Lactation Educators and Counselors, Social Workers, Home Visitors, WIC, MCAH, LLL Leaders, parents, and any other community members interested in furthering breastfeeding promotion and education.	<ul style="list-style-type: none"> Established November 2000 Meets monthly. Mission: To promote and support breastfeeding through education, outreach, and increased services in our communities. Goals: (in process) <ol style="list-style-type: none"> To train health care professionals and paraprofessionals on breastfeeding, lactation management and referral resources. Establish better support for breastfeeding women. Promote the “Baby Friendly” Hospital initiative in Placer County. Support and educate childcare providers. 	<ul style="list-style-type: none"> Prop 10 funding for: <ol style="list-style-type: none"> training of professionals and paraprofessionals hot line for breastfeeding women weekly breastfeeding clinic Developing resource guide World Breastfeeding Week promotion Participated in “The Human Race” fundraiser. Developing plan to obtain duration of breastfeeding statistics for our county as well as identification of barriers to breastfeeding

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Sacramento Region: Breastfeeding Coalition of Greater Sacramento Counties: El Dorado, Placer, Sacramento, Yolo	Jan Porter 2516 Stockton Blvd Ticon II Sacramento, CA 95817 Ph (916) 724-6486 jan.porter@ucdmc.ucdavis.edu Or Jeannette Newman-Velez, R.D., M.P.H., IBCLC Community Resource Project WIC 915 Broadway Sacramento, CA 95818 Ph (916) 326-5830 Fax (916) 326-5839 Email: jnewmanvelez@cresource.org Or Robin Vieira Keidel, IBCLC, B.S. Community Resource Project WIC 915 Broadway Sacramento, CA 95818 Ph (916) 326-5835 Fax (916) 326-5839 rbnvieira@aol.com	Local WIC agencies, local DHHS, area hospitals, area HMO's, local EDS Medical regional rep; UC Davis Lactation Studies, Medela Inc., Hollister/Ameda Egnell, Sacramento Food Bank Mother/Baby Program, ALTA Lactation Consultants, local La Leche League leaders, other area health care professionals and community based organizations.	<ul style="list-style-type: none"> Established in March 1998 Meets monthly or bimonthly <p>Mission Statement: As a group of regional representatives, businesses, mothers, lactation consultants and other health care providers, to improve infant, family and community health by making breastfeeding the societal norm as we promote support, and protect breastfeeding in all areas of life.</p> <p>Guiding Principles of Work:</p> <ol style="list-style-type: none"> Advocate for Workplace Breastfeeding support Promote Hospital-based lactation Services Promote Interdisciplinary communication and Education. Enhance Community Access and Referral to Services. Educate for policy changes. 	<ul style="list-style-type: none"> Develop & update a Professional Resource handbook Disseminate information on, and support legislation that promotes breastfeeding . Facilitate implementation of the National BEST START campaign, locally. Will conduct a community needs assessment. Developing a website with links to other reputable breastfeeding data resources. Sponsor conference(s) for area health care professionals every 18 months

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San Benito County San Benito Alliance for Breastfeeding	Helen Beasley, Chair c/o Perinatal Services 439 Fourth St. Hollister, CA 95023 Ph (831)635-0726 lynn@sanbenitoco.org Or Lynn Mello, R.N. B.S.N., P.H.N. San Benito County Dept of Public Health 439 Fourth Street Holister, CA 95023 Ph (831) 637-5367	Representatives from: WIC, UC Cooperative Extension, Saint Louise Hospital, San Benito County Public Health, Nursing Mothers Counsel, Breastfeeding Encouragement and Support Team. Advisory Board selection in progress.	Est. 2000 Mission: Improve family health by making breastfeeding the cultural norm, creating a supportive public environment and improving rates of initiation and duration of breastfeeding in San Benito County. 10 Year Goal: Increase the proportion of mothers who initiate exclusive breastfeeding at baby's birth to 50% by 2010.	Strategy 1: Influence healthcare and community standards of breastfeeding practices by facilitating expansion of lactation expertise (CE classes) in the local health care professions. Strategy 2: Strengthen breastfeeding knowledge and accessibility by establishing bilingual childbirth and breastfeeding education classes to teenage parents and monolingual Latino families. Strategy 3: Strengthen breastfeeding knowledge and accessibility by developing a breastfeeding outreach program to local secondary schools. Strategy 4: Strengthen breastfeeding knowledge and accessibility by developing and distributing a bilingual breastfeeding resource guide to the perinatal population. Strategy 5: Influence community standards of breastfeeding practices by assembling and distributing breastfeeding kits to postpartum mothers. Strategy 6: Mobilize media campaigns, community partnerships and the Baby Friendly Initiative by developing a speaker's bureau.
San Bernardino and	Bruce Smith MD, MPH	Maternal Children Health	<ul style="list-style-type: none"> Established in 1994 – meets monthly 	<ul style="list-style-type: none"> Information exchange

Please contact Suzanne Haydu, Maternal and Child Health Branch, at (916) 654-5228 or fax (916) 657-1345, for any questions or updates.

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Riverside Counties San Bernardino County Breastfeeding Task Force Inland Counties Perinatal Outreach	San Bernardino Co Public Health 799 East Rialto Ave San Bernardino, CA 94215 Ph (909) 383-3057 Fax (909) 386-8181 Bsmith@ph.co.san-bernardino.ca.us Or Carol Melcher, RNC, MPH, CLE Loma Linda University Medical Center PO Box 2000 11234 Anderson Street Mountain View Plaza Suite 185 Loma Linda, CA 92354 Ph (909) 558-4359 ext. 2 Fax (909) 558-0167 cmelcher@ahs.llumc.edu	(MCH), WIC, County Medical Center, San Bernardino Community Hospital, Loma Linda Medical Center, Kaiser, Redlands Community Hospital, March of Dimes, Regional Perinatal Program of California for Inland Counties	<ul style="list-style-type: none"> Has three subcommittees (Hospital Policy, Professional Education, and Peer Support Group) 1997 Objectives: <ol style="list-style-type: none"> Have 2 UNICEF-certified Baby Friendly hospitals in SB County Establish a referral list of physicians interested in seeing breastfeeding patients, with their qualifications Establish a warm line telephone service for breastfeeding questions. 	<ul style="list-style-type: none"> World Breastfeeding Week promotion activities Breastfeeding proclamation Written articles & editorials in the local newspaper on businesses that support breastfeeding Collaboration with Loma Linda Medical Center on several studies (duration, physician attitudes and practices, focus groups on recent Hispanic immigrant women.

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San Diego County San Diego County Breastfeeding Coalition (SDCBC) www.breastfeeding.org	Claudia Erickson Coordinator, SDCBC c/o Children's Hospital and Health Center 3020 Children's Way, MC5073 San Diego, CA 92123-4282 Ph (858) 9665981 fax (858) 541-4972 sdcbc@breastfeeding.org	American Academy of Pediatrics, county WIC Programs, Child Health and Disability Prevention (CHDP), March of Dimes, local hospitals, community health care clinics, and physicians, lactation consultants, various pump rental/baby businesses, UC San Diego Medical Center, Wellstart International, La Leche League	<ul style="list-style-type: none"> Established in 1994 Coalition meets bimonthly, board meets monthly Mission: To promote and support breastfeeding through education and outreach in our community" Objectives: <ol style="list-style-type: none"> To increase the number of physicians and other providers in San Diego County who include breastfeeding/lactation counseling and referral as part of routine care. To increase the number of infants who are breastfed in the early postpartum period. To increase the number of infants who continue breastfeeding to 12 months of age or older. Provide accurate and consistent breastfeeding information to families, health professionals and community. Encourage breastfeeding-friendly policies and procedures in all area hospitals and birthing centers Conduct research on the incidence, prevalence and means of breastfeeding support in our community. 	<ul style="list-style-type: none"> Breastfeeding Resource Guide- English & Spanish- for the general public Professional seminars, e.g. physicians breastfeeding seminar Four active committees (community outreach, professional outreach, resource, evaluations) Media activities such as billboard campaign, breastfeeding-friendly establishments, World BF Week, support of breastfeeding-friendly workplaces Quarterly Newsletter Website: www.breastfeeding.org

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
San Francisco County San Francisco Breastfeeding Promotion Coalition	Renée Tavares RD, IBCLC San Francisco Dept. of Public Health WIC Program 680 8th Street, Suite 205 San Francisco, CA 94103 Ph (415) 575-5745 Fax (415) 575-5797 Renee.tavares@sfdph.org	Local Health Department, WIC, CPSP Providers, Medi- Cal Managed Care Providers, Community Groups, Private Industry, Wells Fargo, San Francisco Hospitals and Medical Centers, American Academy of Pediatrics, San Francisco Unified School District, LaLeche League, Nursing Mothers Council, Homeless Prenatal Program	<ul style="list-style-type: none"> Established January 1998 To improve the health of the community by promoting breastfeeding as the cultural norm. 	<ul style="list-style-type: none"> Development of Community Resource Guide. Media activities including television, radio, and print publicity and “Media Watch” response to Breastfeeding images in the media. Professional audience presentation slide set and script available for purchase. Sample workplace policy package developed for distribution through Chambers of Commerce. Breastfeeding curriculum (early stages in curriculum development process).
San Joaquin Breastfeeding Coalition of San Joaquin County, A subcommittee of the Healthier Community Coalition	Gail Dacayanan R.D., IBCLC San Joaquin County Public Health Services- WIC Program P.O Box 2009 Stockton, CA 95201-2009 Ph (209) 468-0373 Fax (209) 468-8573 gdacayanan@phs.hs.co.san-joaquin.ca.us	Local hospitals, pediatricians, LCs, CLEs, HMOs,WIC, LLL, county public health services	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: Organize local efforts to improve the health of our community by promoting, educating, and providing support for breastfeeding Goal: Determined by on-going community needs assessment 	<ul style="list-style-type: none"> Community Needs Assessment Physician and Health Care Professional Training World Breastfeeding Week Promotion Breastfeeding Education Materials- Production of Hmong Video Informational Presentations on Breastfeeding or Breastfeeding Coalition Building

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
San Luis Obispo County Breastfeeding Coalition of San Luis Obispo County	Dayna Ravalin CLE, RD SLO Health Dept. P.O. Box 1489 SLO, Ca. 93406-1489 2191 Johnson Avenue SLO, CA 93401 Ph (805) 788-2101 Fax (805) 788-2045 dravalin@co.slo.ca.us Or Olga Mireles, RN SLO General Hospital 2180 Johnson Avenue SLO, CA 93401 Ph (805) 781-4905 Fax (805) 781-1294 Or Linda McClure, MS, RD County of San Luis Obispo P.O. Box 1489 San Luis Obispo, CA 93406 Ph (805) 781-5571 Fax (805) 781-1154 lmccclure@co.slo.ca.us	Current members include nursing mothers, nurses, WIC personnel, lactation consultants, college professor, health care providers	<ul style="list-style-type: none"> Established in 1996 Meets quarterly The mission of the Breastfeeding Coalition of San Luis Obispo County is to promote and support breastfeeding as a vital part of the health and development of children and their families in our communities. 	<ul style="list-style-type: none"> August Breastfeeding Awareness Month. Media presentation on benefits of breastfeeding, library displays, posters in city buses, etc. Free lectures to parenting groups, university and community college Baby-Friendly certification for General Hospital in San Luis Obispo. On going public education and awareness of the benefits of breastfeeding. Promoting Breastfeeding Friendly Workplaces in our county.
San Mateo County Breastfeeding Advisory Committee for San Mateo County WIC	Anne Garrett, RN, MS, IBCLC San Mateo WIC Program 32 W. 25 th Ave, # 203 A Ph (650) 573-2955 Fax (650) 577-9223 agarrett@co.sanmateo.ca.us	Hospitals, WIC	<ul style="list-style-type: none"> Established in 1995 Meets quarterly Mission is “to promote and support breastfeeding in the WIC community” Create a countywide Breastfeeding Resource Guide. Develop and implement a Breastfeeding In-service Program for local MD offices and churches. Work with San Mateo County Businesses to create a Breastfeeding Friendly Workplace. Develop a teen Breastfeeding Mentor Program. 	<ul style="list-style-type: none"> Established a toll-free breastfeeding hotline Created a breastfeeding curriculum for WIC moms in the third trimester

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
North Santa Barbara Co. (Santa Maria) Breastfeeding Coalition	Wrenette Hole RD, IBCLC, Santa Barbara County Public Health Department Nutrition Services WIC 2125 Centerpointe Pkwy Santa Maria, CA 93455 Ph (805) 878-6217 Fax (805) 346-8243	Hospitals and Clinics, WIC, Public Health Department, LLL, Medela, Schools, Perinatal Advisory Council, Regional health Authority, doctors, schools, CLE's and IBCLC's.	Established 11/98 1. Provide accurate breastfeeding information to health professionals. 2. Encourage policies and procedures that promote breastfeeding in all local hospitals. 3. Educate the community about BF and its benefits. 4. Gather data re. BF rates as a goal and to assess the effectiveness of certain strategies. 5. Obtain funding sources.	<ul style="list-style-type: none"> Quarterly Symposium In House Training Grant Writing Develop BF resource guide Promote World BF Mo. Work with SB South Co. BF Coalition
South Santa Barbara Co Breastfeeding Coalition	Meg Beard MPH, CHES, RD, IBCLC Santa Barbara County Public Health Department Nutrition Services WIC 315 Camino Del Remedio Santa Barbara, CA 93110 Ph (805) 681-5276 Fax (805) 681-4755 (fax) mbeard@co.santa-barbara.ca.us	Hospitals and Clinics, Birthing Center, WIC, Public Health Department, LLL, Medela, Breastfeeding Project, Schools, Perinatal Advisory Council Regional Health Authority (Managed Medi-Cal), American Indian Health, Lactation Location, doctors, CLE's and IBCLC's.	Established 1/99 Meets bimonthly Mission: Group of local medical professionals, social service providers, childbirth educators, lactation experts and breastfeeding advocates committed to the common goal of promoting breastfeeding and support mothers in our community. 1. Educate health professionals and community about breastfeeding. 2. Establish breastfeeding friendly business.	<ul style="list-style-type: none"> March of Dimes Grant Development of a BF Directory Community Outreach Development of goals/objectives Yearly speaker Grant writing World BF month activities
Santa Clara County Santa Clara Valley Breastfeeding Task Force	Kathy Sweeney, RD, CLE Santa Cruz County Health Services MCAH Program 976 Lenzen Avenue San Jose, CA 95126	WIC programs, MCAH program, CPSP providers, Black Infant Health Program, Mothers' Milk Bank, community clinics, local hospitals, public health	<ul style="list-style-type: none"> Established in 1992 Meets every other month Goal: "Agencies and individuals working together to promote maternal and infant health through breastfeeding -- a cooperative venture to increase the effectiveness of breastfeeding support and	<ul style="list-style-type: none"> Breastfeeding Guide to Resources in Santa Clara County Breastfeeding and Substance use-pamphlet English, Spanish, Vietnamese versions

Please contact Suzanne Haydu, Maternal and Child Health Branch, at (916) 654-5228 or fax (916) 657-1345, for any questions or updates.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
	Ph (408) 792-5052 Fax (408) 947-8751 Kathy.Sweeney@hhs.co.santa-clara.ca.us	nursing, lactation consultants, Nursing Mothers Council, La Leche League, managed care plan, home health care, teen pregnancy program, adult education.	information dispersal in Santa Clara Valley.”	<ul style="list-style-type: none"> • August Breastfeeding Awareness Month - county proclamation, media blitz, and other activities • Established MCAH Breastfeeding Support Line • Provide MCAH In-Home Lactation Services • On-going breastfeeding promotion projects
Santa Cruz County Breastfeeding Coalition	Katie Le Baron, MPH Perinatal Services Coordinator Health Services Agency Women’s Programs P.O. Box 962 1060 Emeline Avenue Santa Cruz, CA 95060 Ph (831) 454-5477 Fax: (831) 454-4982 klebaron@health.co.santa-cruz.ca.us	Perinatal Services /Health Dept., WIC, La Leche League, Nursing Mothers Council, Dominican Hospital, Watsonville Hospital, Cabrillo College Nursing Department, Sutter Maternity, Santa Cruz County Health Options (SCCHO) and Surgery Center	<ul style="list-style-type: none"> • Established March 1998 • Mission: The Santa Cruz County Breastfeeding Coalition has come together to work towards achieving the Year 2000 National Health Objectives on breastfeeding by encouraging breastfeeding friendly attitudes, policies, and images in the community, as well as promoting breastfeeding education and supportive practices among women and their families, health professionals, and breastfeeding advocates. 	<ul style="list-style-type: none"> • Increase breastfeeding images in hospital, at WIC clinics, and in the community. • Outreach & education to medical professionals, community, and businesses. • Media coverage • La Leche League walk for breastfeeding. • Participated in World breastfeeding Week activities • Resource sharing , collaboration. • County proclamation making August Breastfeeding Awareness Month • Study in Spring 1999, Infant Feeding Practices in Santa Cruz County

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Shasta County Shasta County breastfeeding Coalition	Susan Ann Spencer, IBCLC, CCE Shasta County Department of Public Health 1616 Market Street Redding, CA. 96001 Ph (530) 245-6466 Fax (530) 225-5722 sspencer@co.shasta.ca.us	Physicians, WIC staff, La Leche League leaders, La Leche League members, Public Health Nurses, Head Start staff, WIC Nutritionist, Labor and Delivery nurses, hospital personnel, Maternal, Child and Adolescent Health staff (MCAH), Breastfeeding Peer Counselors, Breastfeeding moms, Physicians office staff, Pharmacy staff, and anyone interested in promoting breastfeeding in our community.	<ul style="list-style-type: none"> Established in 1997 Meets every 4-6 weeks Mission: “ Breastfeeding is the natural way to produce healthy, happy babies and mothers in Shasta County. Goals: <ol style="list-style-type: none"> To inform parents of the deeply satisfying, health optimizing, and money-saving benefits of feeding their babies’ breast milk for at least the first year. To educate health care professionals to give professionals to give appropriate advice and support to keep mothers breastfeeding their babies well into the first year. To increase the general public awareness of life-long advantages for the breastfed infant, breastfeeding mother, and the family. The result will be that our community will encourage the breastfeeding mother. 	<ul style="list-style-type: none"> Supported the trained of 9 breastfeeding peer counselors. Promoted World Breastfeeding Week with newspaper coverage, radio talk show, and TV news spot. Supported and attended the WIC celebration of breastfeeding moms Distributed breastfeeding promotional items to physician’s office staff in our community. Conducted a countywide breastfeeding survey. Produced a Breastfeeding Friendly Resource list. Developed a Breastfeeding Fact Sheet for Physicians offices. Developed an introduction letter, introducing the coalition to our local physicians and inviting their participation. Distributed Health Care Providers breastfeeding support kit to local physicians offices. Plans for a baby friendly booth at the local fair.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Siskiyou County Breastfeeding Task Force	Co-Chairs Patricia Leal RN, PHN, LE Siskiyou County Health Department Strategies in Parenting Home Visiting Program 806 S. Main Yreka, CA 96097 Ph (530) 841-4061 Fax (530) 841-4092 Or Terri Funk, RN, PHN, Siskiyou County MCAH Program Director 806 S. Main Yreka, CA 96097 Ph (530) 841-4070 funkt@co.siskiyou.ca.us	The task force is a subcommittee of FISC, Family Interagency Service Council. WIC Lactation Educator, La Leche leader, Siskiyou MCH Director, CPSP Health Educators, Local Childbirth Instructors, Family Practice MD, Casemanager for Teen Parenting Program, Obstetrical Nurses	<ul style="list-style-type: none"> Established in 1996 Meets monthly Mission: To promote breastfeeding countywide. Build an exceptional network to promote and sustain breastfeeding through public education, professional outreach, and personal service. Governing values: <ol style="list-style-type: none"> Individual and group integrity Compassionate, confidential service The Baby Friendly Policy 	2001 Goals <ul style="list-style-type: none"> Distribute Breastfeeding Resource Binders to all OB/family and providers Supporting Prop 10 funded perinatal programs in county Set up Baby Friendly area at the County Fairs World BF week activities @ County Fair, including gifts for BFing mothers presented on Kid's Day Participating in Guinness Event August 26, 2001 – Redding Convention Center – Record breaking number of mothers simultaneously breastfeeding Distributed updated BF resource list to providers Planning 8 hour professional seminar “Breastfeeding in a Busy World – How to Support and Promote Breastfeeding Mothers” Oct 12, 2001 Plans for Data collection to obtain sustained breastfeeding rates for Siskiyou County Distributed biannually BFing newsletter to local providers Continue distribution of Baby Friendly hospital discharge packets at both Siskiyou county hospitals Siskiyou County Coalition participating in leadership for the Northern California Breastfeeding Council

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Solano County Breastfeeding Task Force of Solano County	Teresa Broadhurst, MPH, RD, CLC Breastfeeding Coordinator Solano County Health and Social Services Nutrition Services-WIC Program 2101 Courage Dr. Fairfield, CA 94533 Ph (707) 435-2212 Fax: (707) 435-2217 tbroadhurst@solanocounty.com	The task force is a Subcommittee of the Maternal, Child, and Adolescent Advisory Board consisting of Breastfeeding Advocates from Public Health, CPSP Programs, Eligibility Services, Social Services, Community Clinics, the Partnership Health Plan of California, Lactation Consultants, Nurses and La Leche League.	<ul style="list-style-type: none"> The Solano County Breastfeeding Task Force initiated in July of 1997. Goals: <ol style="list-style-type: none"> To make Solano County Breastfeeding Friendly To provide Solano County families with education about the benefits of breastfeeding prior to and post pregnancy. To provide mothers in Solano County who have chosen to breastfeed with support, assistance and education for the duration of the breastfeeding experience 	<ul style="list-style-type: none"> Breastfeeding Resource Guide for Solano County Sponsorship of CLC training Developed a one page breastfeeding protocol to assist physicians in supporting breastfeeding in their practices Developed an informational packet for new members of the Task force World Breastfeeding Month Promotion Distributed protocols for the Medi-Cal breast pump rental to all Health Plan physicians in Solano County Developed a Breastfeeding Task Force web page
Sonoma County Sonoma County Breastfeeding Coalition	Margaret Bregger Sonoma County Indian Health Project, Inc. 144 Stony Point Rd Santa Rosa, CA 95401 Ph (707) 521-4578 Fax (707) 526-1016 mbregger@ext.dhs.ca.gov	Membership is open to all interested people. Currently, membership includes local WIC and community professionals involved in breastfeeding support.	<ul style="list-style-type: none"> Established in 1996 Mission: <ol style="list-style-type: none"> To educate and empower women to breastfeed. To encourage breastfeeding friendly attitudes, policies, and images in the community; To promote unity among breastfeeding professionals and advocates; to increase public awareness of the value of breastfeeding 	<ul style="list-style-type: none"> Breastfeeding Resource list Breastfeeding discharge packet or local hospitals as part of Breastfeeding Week Breastfeeding education packets to health providers Participation in various health fairs Serving Sonoma County

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Southern California WIC Consortium of Southern California	Kiran Saluja, MPH, RD Public Health Foundation Enterprises, Inc. 12781 Schabarum Avenue Irwindale, CA 91706 Ph 626) 856-6618 ext 202 Fax (626) 472-6298 ksaluja@earthlink.net kiran@phfewic.org Or Sonja Beck, CLE, IBCLC Antelope Valley Hospital WIC Program 44244 10 th St. West Lancaster, CA 93534 Ph (661) 726-6441 Fax (661) 949-5940 maureen.simanski@avhospital.org	American Red Cross, Antelope Valley Hospital Medical Center, City of Long Beach DHHS, Clinic Sierra Vista, Mercy Hospital and Medical Center, Northeast Valley Health Corporation, North County Health Services, Orange County Health Care Agency, Pasadena Public Health Department, Public Health Foundation, Research & Education Institute, Riverside County Health Services Agency, Riverside- San Bernardino County Indian Health, SDSU Foundation, San Ysidro Health Center, Santa Barbara County Health Care Services	<ul style="list-style-type: none"> Established in 1993 Meets quarterly Mission: “Together, we will: <ol style="list-style-type: none"> Strive to expand our ability to improve infant and maternal health within the communities we serve by education and supporting expectant and nursing mothers regarding breastfeeding. Informing the public of the superiority of breastfeeding over infant feeding with breast milk substitutes; Networking with the greater health community to enhance our effectiveness. Advocating for our own needs to better achieve our goals.” 	<ul style="list-style-type: none"> World Breastfeeding Week 1995 Theme: Empowering Women (health fairs and breastfeeding promotional give-a-ways in local shopping malls, media coverage, and proclamation signing by City and County of Los Angeles) Written letters re: Support of AB157, and Request for a Proclamation for “World breastfeeding Week” to Kim Belshe and Gail Wilson Written several position papers on breastfeeding Ongoing support to WIC coordinators Sharing materials

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Stanislaus County Breastfeeding Coalition of Stanislaus County	Lactation Consultants, Doctors Medical Center Ph (209) 576-3763. Or Ruth VanGroningen, RNC, IBCLC, Lactation Consultant Memorial Medical Center 1700 Coffee Road Modesto, CA 95355 Ph (209) 526-4500 x 6066 Or Sharon Winterberg, MS, RD, CLE Stanislaus County Health Services Agency WIC Program 108 Campus Way, Modesto, CA 95350 Ph (209) 558-7377 Fax (209) 558-8320 swinterberg@schsa.org Or Susan Sanders, La Leche League Leader: Ph (209) 537-1243	Lactation consultants, physicians, nurses, La Leche League Leaders, childbirth education, WIC dietitians, and anyone interested in breastfeeding promotion and education.	<ul style="list-style-type: none"> Established in February of 1999. Meets monthly. Mission: To bring together a network of breastfeeding advocates both lay and professional to promote and support breastfeeding through education of families, our community and health care providers. 	<ul style="list-style-type: none"> Member education. Resource sharing/collaboration. Community/profession education. Plan activities for World Breastfeeding Month. Recognition of Baby Friendly employers. Support La Leche League World Walk. Develop coalition brochure with listing of local breastfeeding resources.
Tehama County Breastfeeding Council of Tehama County	Kathleen Alanis kalanis@ext.dhs.ca.gov Or Sue Mitchell, RD,IBCLC mmitchel@chw.edu Contact both at info below: Catholic Health Care West WIC Program c/o St. Elizabeth Community Hospital 2550 Sister Mary Columbia Dr Red Bluff, CA 96080 Ph (530) 527-8791 Fax (530) 527-6150	Members include WIC, Mother Baby Home Visit Program, County Health agency, Lactation professional	<ul style="list-style-type: none"> Established in 1994 Mission: “to promote breastfeeding among Tehama County families & provide reliable breastfeeding resources to the community” 	<ul style="list-style-type: none"> During National Breastfeeding month, The Breastfeeding Council gave plaques to three companies that were pro-breastfeeding in Tehama County Had an article in the newspaper on breastfeeding Conference for health care Professionals with Nancy Wight Developed a uniform breast-feeding resource list for the community.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Tuolumne County Breastfeeding Coalition	Ellen Smith, CLE Tuolumne County Health Department, WIC Program 20111 Cedar Road, N. Sonora, CA 95370 Ph (209) 533-7432 Fax (209) 533-7453 esmith@ext.dhs.ca.gov	WIC, Public Health Nurses, La Leche League, Childbirth Educators, IBCLC's, Head Start, RN's, anyone interested in supporting breastfeeding.	<ul style="list-style-type: none"> Established 1998 Meets monthly Vision statement; that the benefits of Breastfeeding will be available to all citizens of Tuolumne County through education and support. 	<ul style="list-style-type: none"> Community Needs Assessment World Breastfeeding Week promotion activities Information exchange.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Ventura County Ventura County Breastfeeding Coalition	Margie Rose, RD, MPH, IBCLC Ventura County Health Care Agency WIC Program 3147 Loma Vista Rd. Ventura, CA 93003 Ph (805) 652-3214 Fax (805) 652-5921 margie.rose@mail.ca.ventura.ca.us Or Diane Visencio BSN (co-chair)	WIC, Maternal and Child Health Task Force, Ventura County Medical Center, Community Memorial Hospital, Los Robles Medical Center, St. John's Hospital, PACLAC, Simi Valley Hospital, Medela Inc., La Leche League, MOMS Club, CPSP, Ojai Birth Resource Center Members: The coalition is comprised of individuals representing public and private agencies as well as interested community members.	<ul style="list-style-type: none"> Established in 1997 Meets monthly Mission: Agencies and individuals throughout Ventura County working together to promote maternal and child health through breastfeeding support, education and outreach in our community. Objectives: <ol style="list-style-type: none"> The Ventura County Breastfeeding Coalition is dedicated to providing education and support to healthcare providers and the community, network with other breastfeeding advocates and improving breastfeeding rates and duration. The hope is to improve accessibility to lactation professionals throughout the county and increase breastfeeding rates and duration primarily for mothers encountering problems in the first few weeks. 	<p>Proposed activities:</p> <ul style="list-style-type: none"> Provide Breastfeeding training to Resident Training Program, nursing students, WIC staff, PHN staff, other health care providers World BF Week activities Public Health Week Breastfeeding activities Ventura County Fair Booth <p>Current activities:</p> <ul style="list-style-type: none"> Dr. Marshall Klaus presenting January 2002 Updating "Breastfeeding Resource Directory". This project was originally funded by a March of Dimes grant. Provided scholarships for 76 professionals and paraprofessionals to attend Certified Lactation Counselor training course. This was funded by Prop. 10 grant of \$37,000. We are actively promoting the "Baby Friendly" designation at our area hospital and currently have 2 hospitals that have submitted their "Letters of Intent." <p>Completed activities:</p> <ul style="list-style-type: none"> The Breastfeeding Coalition recently completed a "narrow-casting" outreach campaign. This project, funded by a March of Dimes grant, placed a breastfeeding promotion poster and small fold out educational messages at locations frequented by pregnant women. Efforts are being made to continue this project after an overwhelming positive response.

Coalition	Contact Person	Members	Duration Mission/ Goals	Examples of Activities
Yuba/Sutter/Colusa County Yuba/Sutter/Colusa Breastfeeding Task Force	Paula Standard, RD, MS, CLE Del Norte Clinics WIC Program 2 Ninth Street Marysville, CA 95901 Ph (530) 742-3055 Fax: (530) 742-2599 marie@yahoo.com Or Marty Reyes Headstart 1128 Yuba Street Marysville, CA 95901 Ph (530) 741-2995	WIC, local health department, La Leche League, Fremont Medical Center, Breast pump rental station, private lactation counselor, and other interested parties.	<ul style="list-style-type: none"> Established in 1993 Monthly meetings Mission: “Our purpose is to organize local efforts to improve the health of our community by promoting, educating, and providing support for breastfeeding.” 	<ul style="list-style-type: none"> Breastfeeding conference World BF week Activities Quarterly Newsletter to health care providers BF inservices Participation in Health Fairs